

Rep Order#	6858914	Ver#	1	Status	New	Traffic Order#	09/27/2012 12:12 PM
						Printed:	2 of 9

EC'd No

Ver# 1 Status New

Traffic Order#

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Printed: 09/27/2012 12:12 PM

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Showing Buylines

Winning Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser () .REPUB. NAT'L COMMIT

Product
REPUBLIC NAT'L COMM.

Estimate# 3276

Buyer NMRPP Media Assistant

Phone#

Fax#

IT

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 20/446/3276

Flight Dates 09/28/2012 - 10/05/2012

Hiatus Weeks

CORRECTION

Davydov.

	LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Rating:		9	TH	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/04-10/04	1	1	1	\$2,000.00	
Rating:		10	F	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/05-10/05	1	1	1	\$2,000.00	
Rating:		11	M	430A-5A	WAVY NEWS-430A	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	
Rating:		12	TU	430A-5A	WAVY NEWS-430A	:30	\$200.00	10/02-10/02	1	1	1	\$200.00	
Rating:		13	W	430A-5A	WAVY NEWS-430A	:30	\$200.00	10/03-10/03	1	1	1	\$200.00	
Rating:		14	TH	430A-5A	WAVY NEWS-430A	:30	\$200.00	10/04-10/04	1	1	1	\$200.00	
Rating:		15	F	430A-5A	WAVY NEWS-430A	:30	\$200.00	10/05-10/05	1	1	1	\$200.00	
Rating:		16	SA	6A-7A	WAVY NWS SAT6A	:30	\$500.00	09/29-09/29	2	1	2	\$1,000.00	
Rating:		17	SA	7A-8A	WAVY NWS SAT7A	:30	\$800.00	09/29-09/29	2	1	2	\$1,600.00	
Rating:		18	SA	8A-10A	SATURDAY TODAY	:30	\$1,200.00	09/29-09/29	2	1	2	\$2,400.00	
Rating:		19	SU	6A-7A	WAVY NWS SUN6A	:30	\$500.00	09/30-09/30	2	1	2	\$1,000.00	

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6 of 9

Station WAVY-TV NORFOLK, VA.

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Flight Dates 09/28/2012 - 10/05/2012

Hiatus Weeks

) PHILADELPHIA

) ANJIE BRADY

Case# 215-567-6005

215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	53	TH	6P-630P	WAVY NEWS10-6	:30	\$2,000.00	10/04-10/04	1	1	1	\$2,000.00	
Rating: 6.4												
	54	F	6P-630P	WAVY NEWS10-6	:30	\$2,000.00	10/05-10/05	1	1	1	\$2,000.00	
Rating: 6.4												
	55	SA	6P-630P	WAVY NEWS10-6	:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
Rating: 4.1												
	56	SU	6P-7P	WAVY NEWS10-6	:30	\$500.00	09/30-09/30	2	1	2	\$1,000.00	
Rating: 5.7												
	57	F	7P-730P	ENT TONIGHT 30	:30	\$1,500.00	09/28-09/28	1	1	1	\$1,500.00	
Rating: 4.9												
	58	M	7P-730P	ENT TONIGHT 30	:30	\$1,500.00	10/01-10/01	1	1	1	\$1,500.00	
Rating: 4.9												
	59	TU	7P-730P	ENT TONIGHT 30	:30	\$1,500.00	10/02-10/02	1	1	1	\$1,500.00	
Rating: 4.9												
	60	TH	7P-730P	ENT TONIGHT 30	:30	\$1,500.00	10/04-10/04	1	1	1	\$1,500.00	
Rating: 4.9												
	61	SA	7P-8P	ENT TONITE60 W	:30	\$300.00	09/29-09/29	2	1	2	\$600.00	
Rating: 2.0												
	62	TU	10P-11P	PARENTHOOD	:30	\$1,600.00	10/02-10/02	1	1	1	\$1,600.00	
Rating: 4.1												
	63	M	11P-1135P	WAVY NEWS10-11	:30	\$2,000.00	10/01-10/01	1	1	1	\$2,000.00	
Rating: 5.6												

Rep Order# 6858914 Ver# 1 Status New Traffic Order# Printed: 09/27/2012 12:12 PM 8 of 9

EC'd No Last Received: 09/27/2012 11:32 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
Advertiser () .REPUB. NAT'L COMMIT & PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA
Product REPUB. NAT'L COMM. ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 3276 Agency C/P1/P2/E 20/446/3276 Salesperson Phone# 215-567-6005
Buyer NMRPP Media Assistant Flight Dates 09/28/2012 - 10/05/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	74	M	1235A-135A	J FALLON-NBC	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
Rating: 1.3												
	75	TU	1235A-135A	J FALLON-NBC	:30	\$150.00	10/02-10/02	1	1	1	\$150.00	
Rating: 1.3												
	76	W	1235A-135A	J FALLON-NBC	:30	\$150.00	10/03-10/03	1	1	1	\$150.00	
Rating: 1.3												
	77	TH	1235A-135A	J FALLON-NBC	:30	\$150.00	10/04-10/04	1	1	1	\$150.00	
Rating: 1.3												
	78	F	1235A-135A	J FALLON-NBC	:30	\$150.00	10/05-10/05	1	1	1	\$150.00	
Rating: 1.3												
	79	SA	1130P-1A	SAT NITE LIVE	:30	\$800.00	09/29-09/29	2	1	2	\$1,600.00	
Rating: 4.8												

--REPORT TOTALS--
Report Totals: 100 / \$82,800.00

--SALES MONTHLY TOTALS--
Sep 12: 28 / \$23,450.00 Oct 12: 72 / \$59,350.00
Sales Totals: 100 / \$82,800.00
Station Totals: 100 / \$82,800.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--
Market Totals \$197,143 CATV 0% WAVY 42% WGNT 4% WPXV 0% WTKR 8%

Station WAVY-TV NORFOLK, VA.
Advertiser () .REPUB. NAT'L COMMIT
Product REPUB. NAT'L COMM.
Estimate# 3276
Buyer NMRPP MediaAssistant
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/446/3276
Flight Dates 09/28/2012 - 10/05/2012
Hiatus Weeks

WTVZ 5% WVBT 20% WVEC 21%

Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE